

**METROPOLITAN TRANSPORTATION COMMISSION LISTENING SESSION:**

**Regional Revenue Measure: Focus on Transportation**

Monday, December 13, 2021, 2:00 p.m. – 4:00 p.m.

Join Zoom Meeting

<https://bayareametro.zoom.us/j/86902151238>

Meeting ID: 869 0215 1238



**Information Items / Other Items of Business:**

1. Welcome and Opening Remarks (Alfredo Pedroza, MTC Chair)
2. [Background and Considerations Related to a Regional Revenue Measure](#) (Rebecca Long, MTC Staff)  
*Staff will share information on recent polls related to voter sentiment, MTC priority strategies for transit ridership recovery emerging from the Blue Ribbon Transit Transformation Action Plan and multimodal funding needs highlighted in the recently-adopted Plan Bay Area 2050.*
3. [Business and Industry Perspectives](#) (Jason Baker, Silicon Valley Leadership Group and Gwen Litvak, Bay Area Council)  
*Representatives will share the current perspective of their organizations with respect to placement of a regional funding measure on the ballot in November 2024.*
4. [Voices for Public Transportation](#) (Hayley Currier, Transform and Mary Lim Lampe, Genesis)  
*Representatives of the Voices for Public Transit Coalition will share their perspectives with respect to placement of a regional funding measure on the ballot in November 2024.*
5. [Bay Area Transit Agencies](#) (Seamus Murphy, Executive Director, Water Emergency Transportation Authority)  
*Representatives of the large and small transit operators will provide an update on their funding needs, their priorities and perspectives.*
6. [Bay Area County Transportation Agencies](#) (Anne Richman, Transportation Authority of Marin)  
*A representative of Bay Area county transportation agencies will provide their priorities and perspectives.*
7. MTC Policy Advisory Council (Randi Kinman, MTC Policy Advisory Council Chair)  
*Perspectives and considerations of the Policy Advisory Council will be shared.*
8. [Public Comment](#)

**CONFERENCE CALL-IN:**

Join Zoom Meeting

<https://bayareametro.zoom.us/j/86902151238>

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# Context Setting for a Bay Area Revenue Measure: Focus on Transportation

December 13, 2021

# Presentation Outline

- **Overview of August polling results related to taxes and regional housing bond**
- **Plan Bay Area 2050 funding needs**
- **Blue Ribbon Transit Transformation Action Plan and nexus to regional measure**
- **Timeline for development of a November 2024 ballot measure**

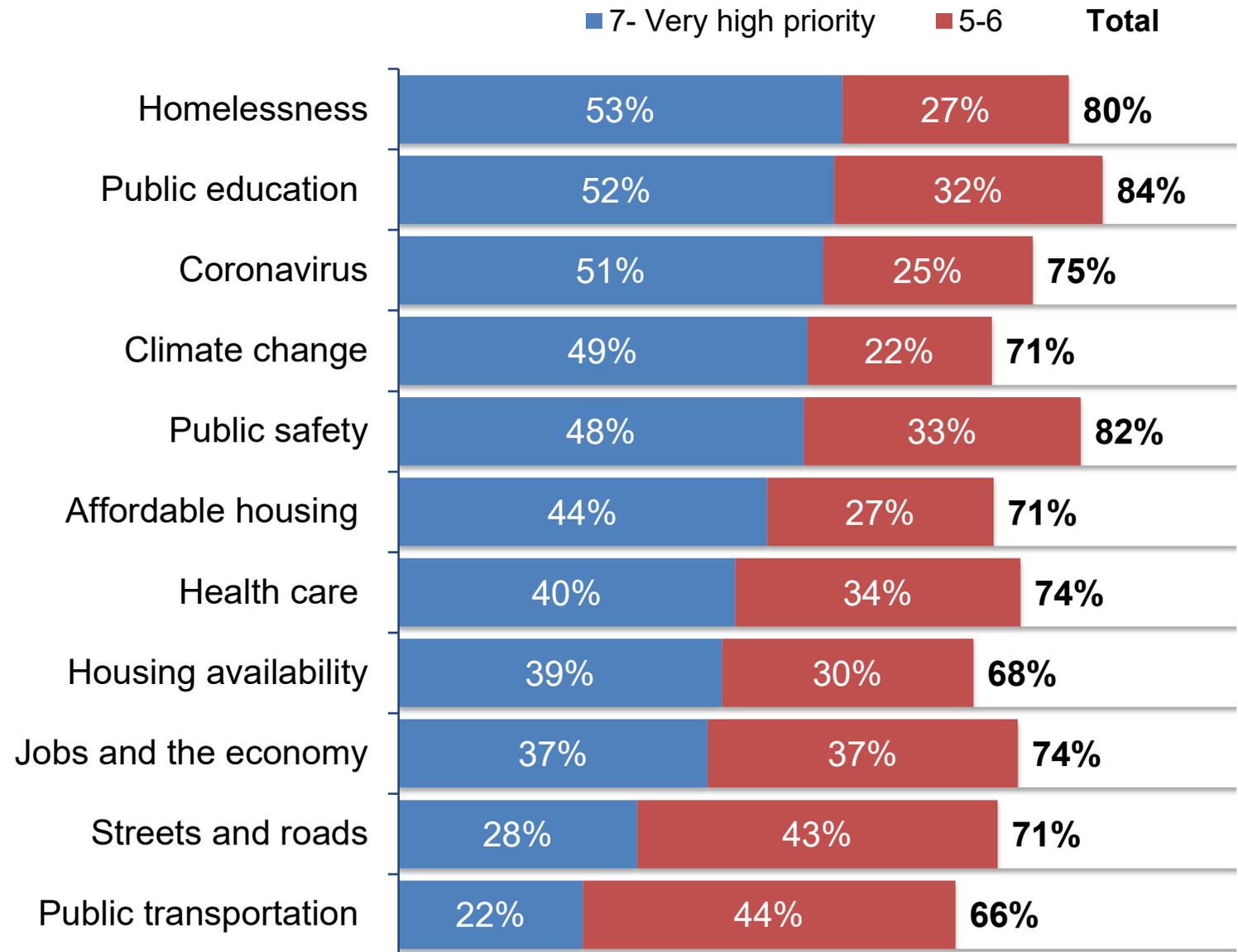


# Recent Poll Explored Bay Area Voters' Attitudes on Housing and Taxes Overall

- **EMC Research survey of likely November 2022 voters in the nine-county Bay Area**
- **Conducted August 15-19, 2021**
- **Mixed mode telephone and email- and text-to-web methodology:**
  - Telephone interviews were conducted by trained, professional interviewers; landlines and mobile phones included
  - Email and text invitations were sent with link to web survey
- **800 interviews; overall margin of error  $\pm 3.5$  percentage points**
- **The survey was available in English, Chinese, and Spanish**

# Bay Area Funding Priorities

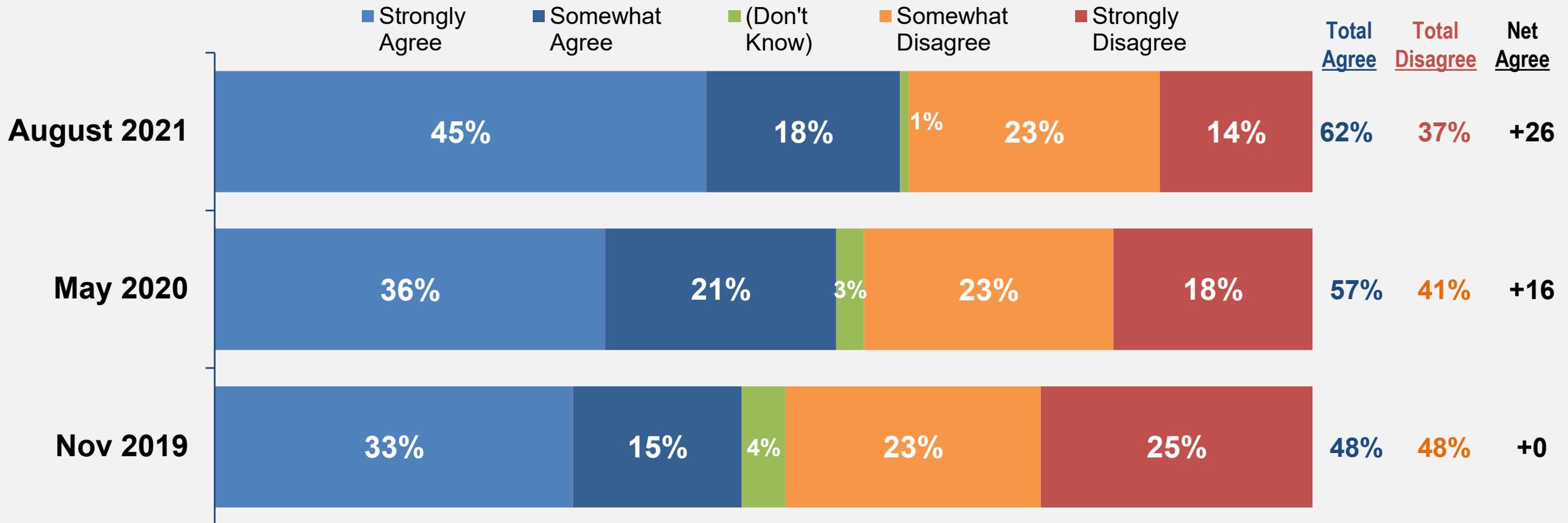
**Question:** Thinking about where the Bay Area should prioritize funding, please rate each of the following items using a scale of one to seven, where one means not a priority at all, and seven means a very high priority.



# Tax Attitudes

**Question:** Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

## Taxes in the Bay Area are high enough, I will vote against any tax increase



# Plan Bay Area 2050 Revenue Assumptions

- Plan Bay Area 2050 assumes a regional transportation revenue measure will pass no later than 2030.
- The Plan Bay Area 2050 Implementation Plan — charting action needed over the next five years — highlights the need to convene stakeholders through 2023 to identify priorities and a funding framework for a future ballot measure that would include funding for transit.

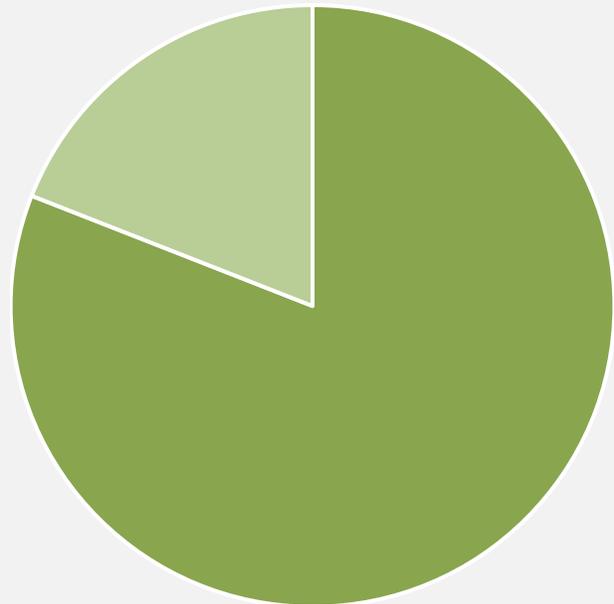


# Plan Bay Area 2050: Cross-Sector Funding Needs

All four elements of Plan Bay Area 2050 rely on existing and reasonably-anticipated new revenues. Realization of those new revenues will be critical over the coming decade to fully implement the Final Plan.

## Transportation Element

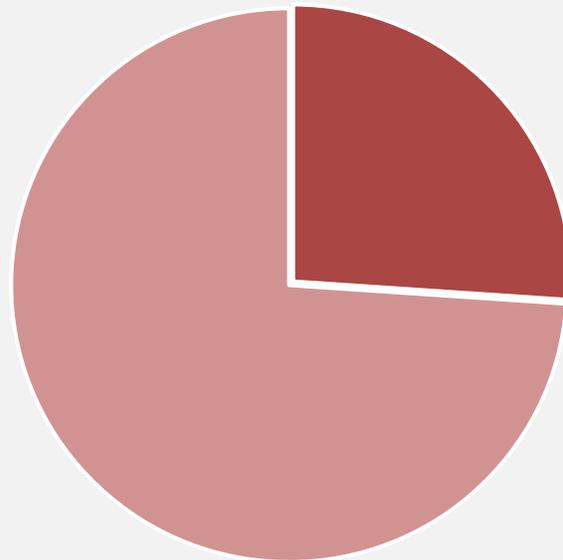
\$468 billion in existing funding  
\$110 billion in new revenues



■ Existing Revenues  
■ New Revenues

## Housing Element

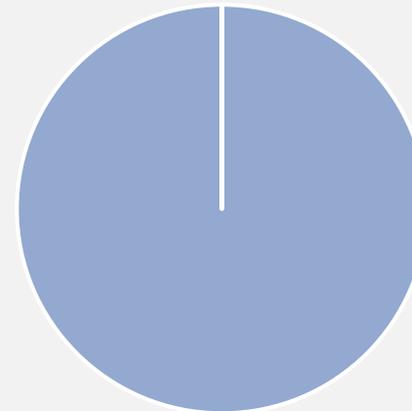
\$122 billion in existing funding  
\$346 billion in new revenues



■ Existing Revenues  
■ New Revenues

## Economy Element

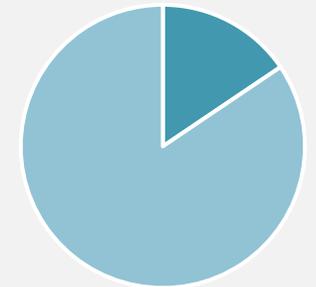
N/A in existing funding  
\$234 billion in new revenues



■ Existing Revenues  
■ New Revenues

## Environment Element

\$16 billion in existing funding  
\$87 billion in new revenues

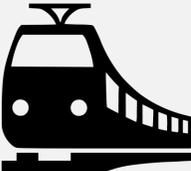


■ Existing Revenues  
■ New Revenues

# Plan Bay Area 2050: Zooming into Transportation

Without new revenues for transportation, the Bay Area would need to focus its energies on operations, maintenance, and optimization – and likely scale back its ambitions for next-generation transit expansion.

## Transportation Element: Expenditures \$578 billion total

	<b>Operate and Maintain the Existing System</b>	<b>\$389</b> billion
	<b>Optimize the Existing System</b>	<b>\$51</b> billion
	<b>Create Healthy &amp; Safe Streets</b>	<b>\$17</b> billion
	<b>Build a Next-Generation Transit Network</b>	<b>\$122</b> billion

## Transportation Element: Revenues \$578 billion total

	<b>Existing Fund Sources</b> <i>(Federal, State, Regional, Local)</i>	<b>\$468</b> billion
	<b>Regional Megameasure</b> <i>(Assumed Share for Transportation)</i>	<b>\$55</b> billion
	<b>Expanded Road Pricing</b> <i>(All-Lane Tolling, etc.)</i>	<b>\$41</b> billion
	<b>Expanded Parking Pricing</b>	<b>\$13</b> billion

Note: numbers may not sum due to rounding.

# Implementation of Transit Transformation Action Plan

## ACCELERATED PRIORITIES FOR EARLY ACTION

- Fare Coordination and Integration
- Mapping and Wayfinding
- Transit Priority (getting buses out of traffic)



## Implementation the Blue Ribbon's Vision

A shared vision that cannot be implemented by any single organization or government agency. Only through partnership with local, state and federal governments, as well as with businesses and non-profit organizations, will the actions come to fruition.

### Near-Term Focus

- Customer-focused outcomes
- Act immediately on near-term accelerated actions
- Progress on key actions to set foundation for future investment
- Initiate analysis and assessments to inform longer term actions

### Longer-Term

- Anticipated significant funding needs beyond pilots and initial Blue Ribbon funding – this is where a future measure becomes critical to implementing long-term vision

# Longer-term Early Action Priorities Funding Summary

## Potential Funding Options

- Existing Funding Streams  
(e.g. STA, TDA, OBAG)
- RM 3 Programmatic Categories
- Federal Discretionary Programs
- State Discretionary Programs
- ▶ **New Regional Measure**

## Future Funding Needs – Projects with Anticipated Significant Needs in Mid-Term

Action	Funding Need
Fare Integration	Up to \$70 M/year (Revenue Loss)
Mapping and Wayfinding	~\$100 M Capital
Transit Priority	>\$150 M Capital
Network Management	TBD
Connected Network Plan	TBD
Transit Hub Improvements	TBD
Transit Data Collection and Uniformity	TBD
Mobility Management/ Paratransit	TBD

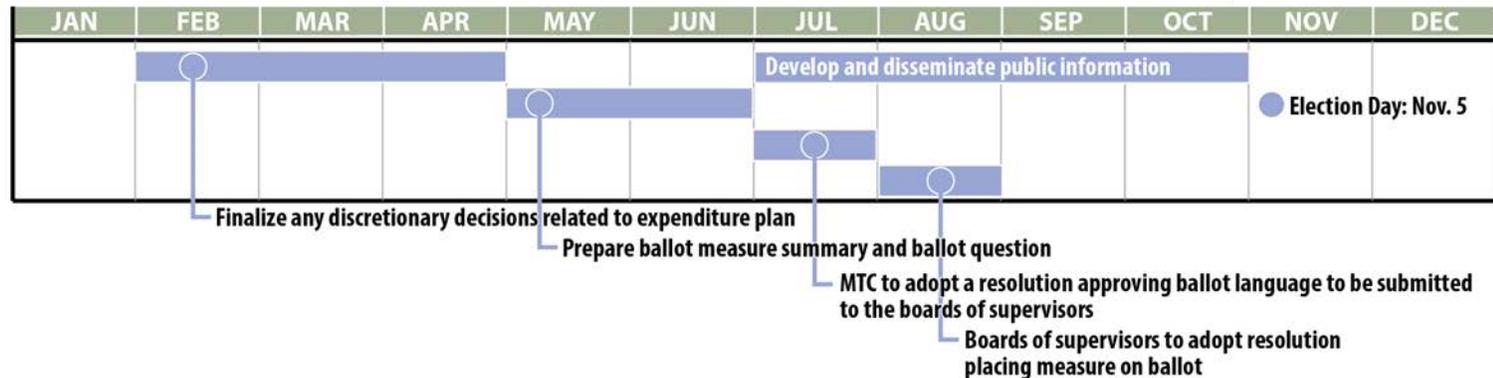
# Key Steps and Illustrative Timeline for a November 2024 Ballot Measure

## 2022 – Regional Measure Evaluation/Public Engagement

### 2023 – Legislative Authorization (*should revenue measure be pursued*)



### 2024 – Ballot Measure Preparation and Public Information (*should revenue measure be pursued*)



# Bay Area Council Employer Network: Return to Transit Tracking Poll

*The following survey results reflect information on Bay Area employers' return to work plans to assist transit agencies in planning for the future. All information collected is anonymous.*



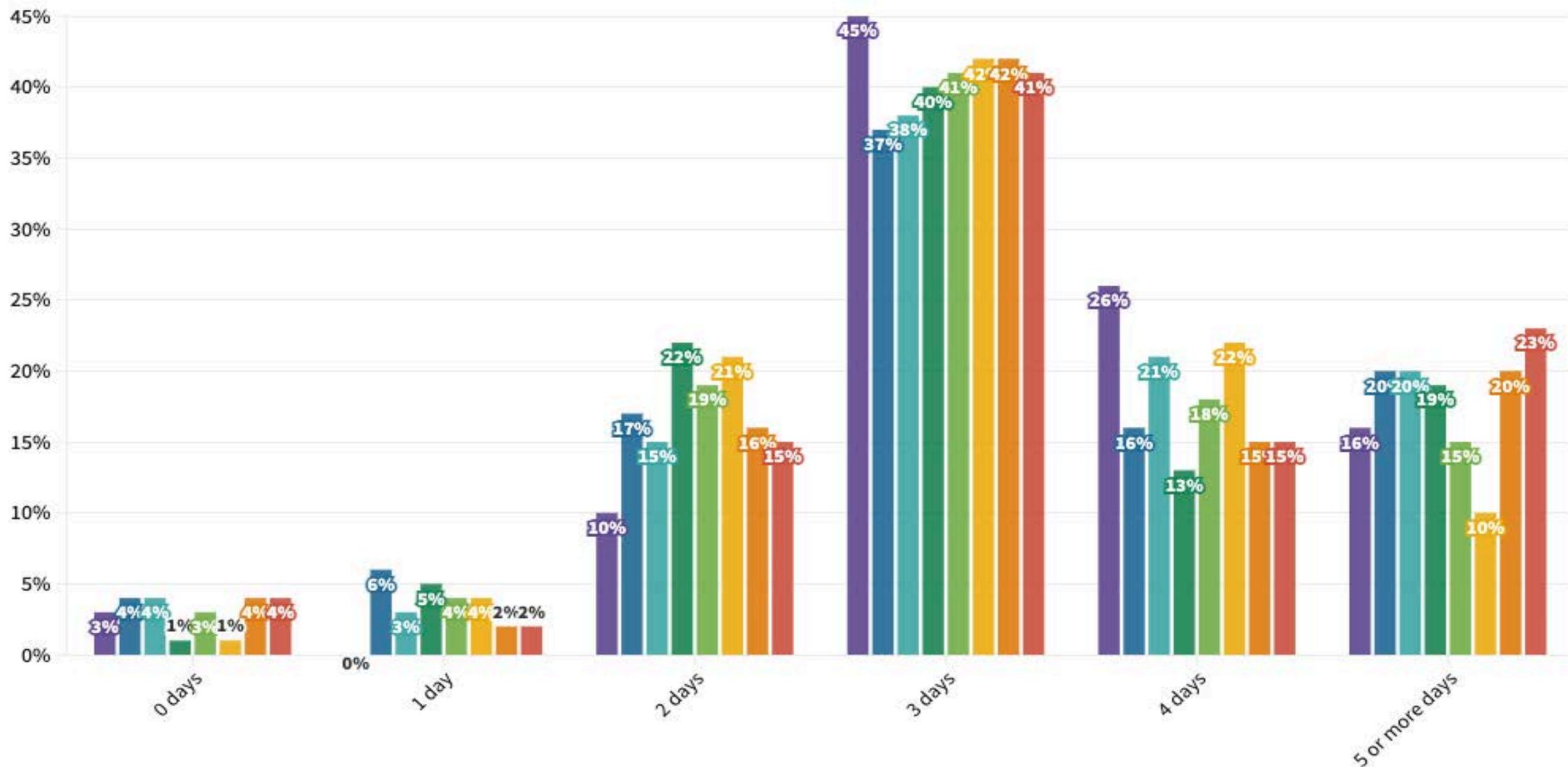
The following presentation contains eight months of survey results. The first survey was administered the week of April 12th, 2021, with 59 responses from employers. The second survey was administered between May 11th and May 19th, 2021, with 251 responses from employers. The third survey was administered between June 15 and June 23, 2021 with 253 responses. The fourth survey was administered between July 13th and July 21st, 2021 with 205 responses from employers. The fifth survey was administered between August 10th and August 18th with 197 responses from employers. The sixth survey was administered between September 14th and September 23rd with 128 responses from employers. The seventh survey was administered between October 12th and October 18th with 242 responses from employers. The eighth survey was administered between November 10th and November 18th with 189 responses from employers.

Each survey was sent through the Bay Area Council Employer Network; a group of over 100 employers who signed up to participate in the survey. Employers were recruited to participate in this Employer Network over the last several months through outreach to Bay Area Council members, Chambers of Commerce and Ethnic Chambers throughout the Bay Area, education institutions, industry associations, partner organizations and peer-to-peer referrals by organizations already participating in the Employer Network. The surveys were also sent to a Bay Area Council email list as well as to partner organizations. Each survey had employers from all nine counties and across sectors; however, the data is not intended to be representative of all employers in the Bay Area.

The original survey questions were administered monthly from April – September 2021 to monitor employers' pace of change in workplace reopening plans. Beginning October 2021, a revised survey was administered with some modifications to existing questions, as well as new questions based on prior feedback. If you know of employers who would like to participate in this Employer Network to have a voice in the region's reopening plans, please encourage them to register [here](#) or reach out to Bay Area Council team member Kelly Obranowicz at [kobranowicz@bayareacouncil.org](mailto:kobranowicz@bayareacouncil.org).

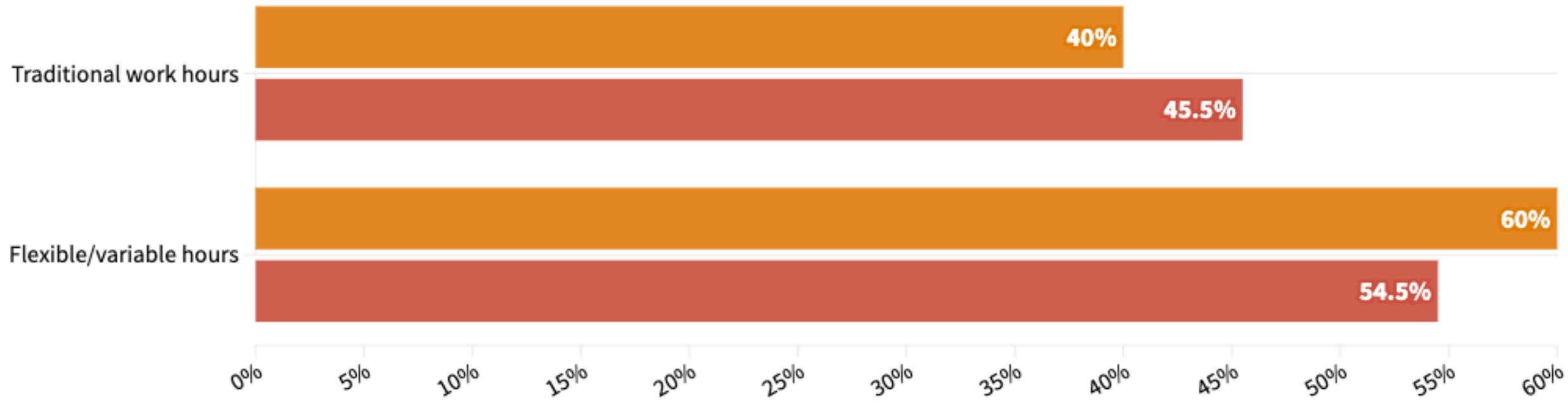
# Once the pandemic is behind us, how many days per week do you expect your typical employee will come to the workplace?

Legend: April (purple), May (blue), June (teal), July (green), August (light green), September (yellow), October (orange), November (red)



# Post-pandemic, do you anticipate that most of your employees will come to the workplace for traditional ~9-5 hours?

■ October ■ November





Mary Lim-Lampe, Executive Director, Genesis  
Hayley Currier, Policy Advocacy Manager, TransForm

[www.VoicesForPublicTransportation.org](http://www.VoicesForPublicTransportation.org)

# Voices for Public Transportation: building a more just and green region

- 1. Who we are**
- 2. Our work**
- 3. Transportation funding  
measure:** Begin public  
process by Q1 & investigate  
progressive revenue



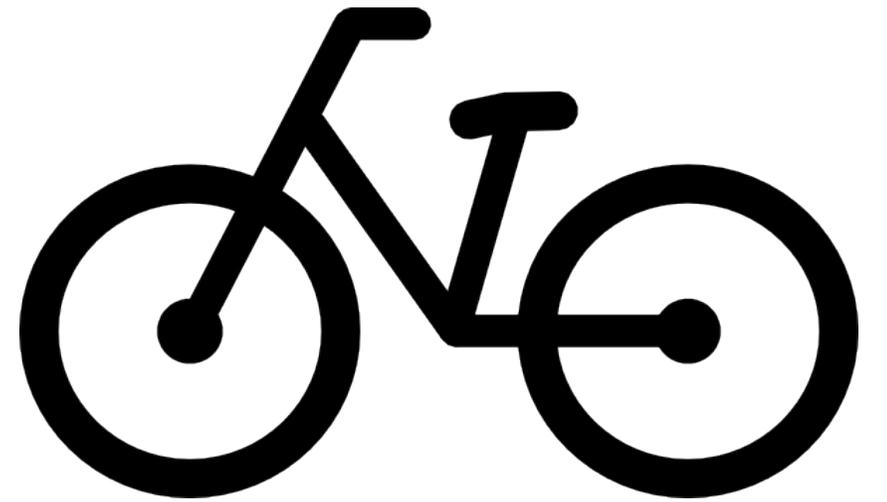
# 49 Members Strong

350 Bay Area  
Alameda Labor Council  
Amalgamated Transit Union, Local 192  
Amalgamated Transit Union, Local 265  
Bike East Bay  
California Council for the Blind, SF Chapter  
Citizen's Climate Lobby, SF chapter  
Chinatown TRIP  
Contra Costa Labor Council  
Council of Community Housing Organizations (CCHO)  
Democratic Socialists of America, East Bay Chapter  
Democratic Socialists of America, Silicon Valley  
East Bay for Everyone  
East Bay Transit Riders Union  
Friends of Caltrain

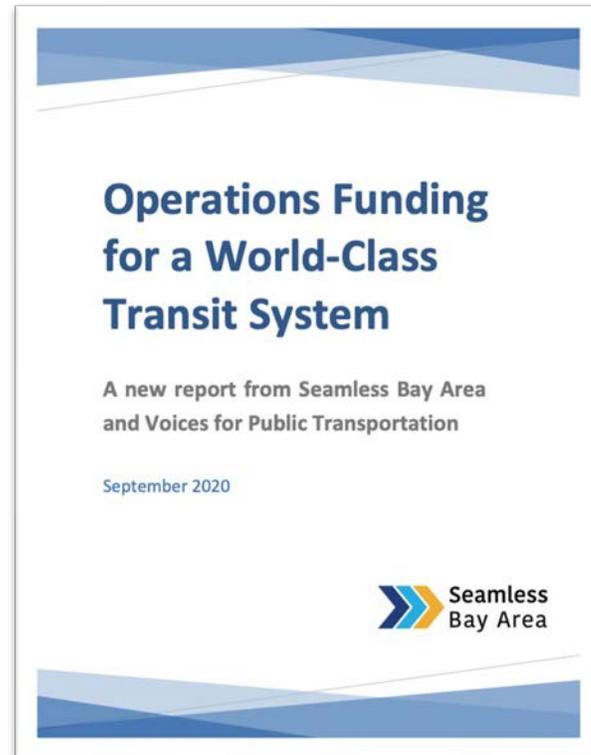
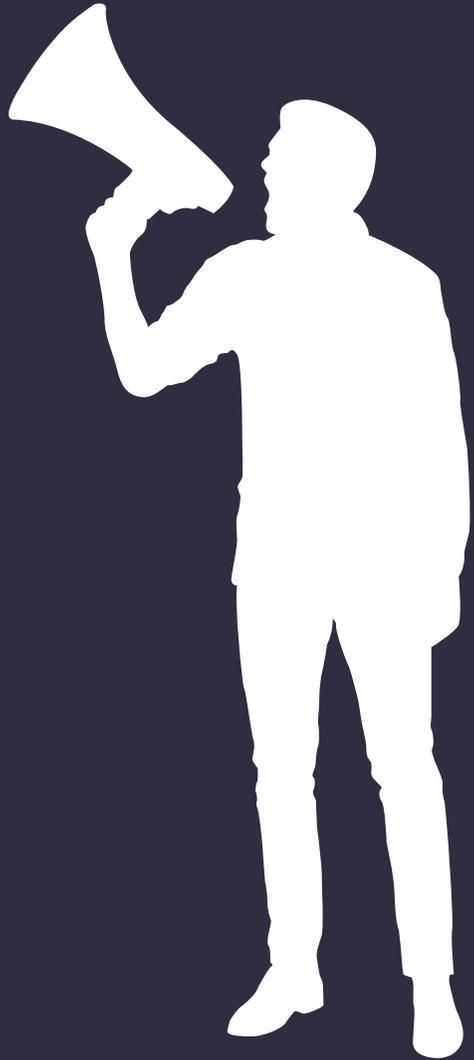
Genesis  
Greenlining Institute  
Green the Church  
Greenbelt Alliance  
Inlandboatmen's Union of the Pacific  
Livable Sunnyvale  
LUNA  
Mountain View Coalition for Sustainable Planning  
Mountain View YIMBY  
Oakland Education Association (OEA)  
Peninsula for Everyone  
Peninsula Interfaith Climate Action  
Public Advocates  
Richmond Progressive Alliance (RPA)  
San Francisco Bicycle Coalition  
San Francisco Labor Council  
San Francisco Transit Riders

Seamless Bay Area  
Senior and Disability Action  
Silicon Valley Youth Climate Action  
Silicon Valley Independent Living Center  
Sunflower Alliance  
Sunrise Bay Area  
The East Bay Center for the Blind  
TransForm  
Transport Oakland  
Transport Workers Union, Local 250A  
United Commercial and Food Workers Local 5  
Urban Environmentalists  
Urban Habitat  
Wellstone Democratic Renewal Club  
Working Partnership USA  
YIMBY Mobility  
Youth Leadership Institute

**Our work**



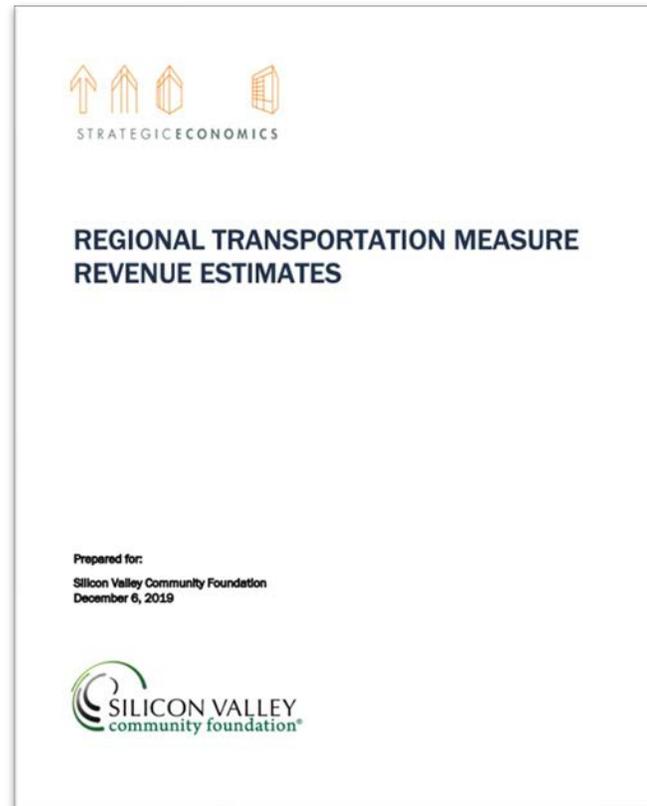
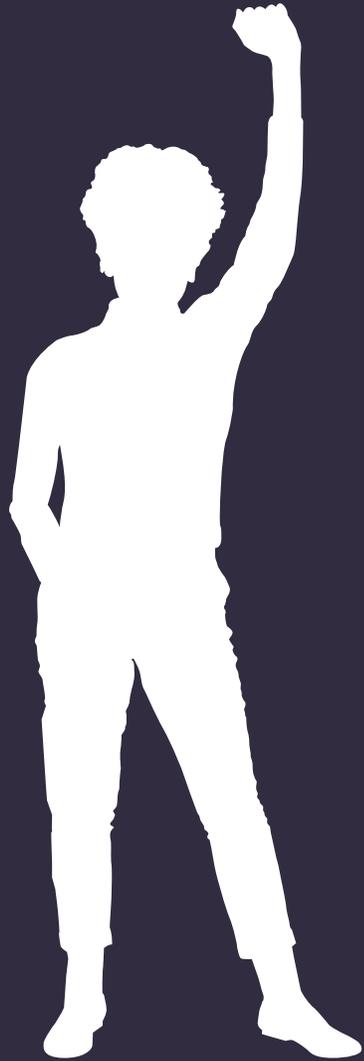
# Operations Funding for a World-Class Transit System



- Single greatest determinant of transit ridership is service hours
- To achieve service levels on par with greater Toronto, the Bay Area would need to increase transit operations funding by 55% above pre-COVID levels



# Progressive Revenue Potential



- It is possible to fund the transportation system we want while not burdening those with the least ability to pay
- More research is needed to meet our shared goals of funding transportation equitably

# Polling Shows Progressive Taxation More Winnable

- Income tax and head tax polled better than a sales tax
- Highest support was for income tax on incomes over \$1,000,000



VOICES for Public Transportation  
Voter Survey Research  
March 2020

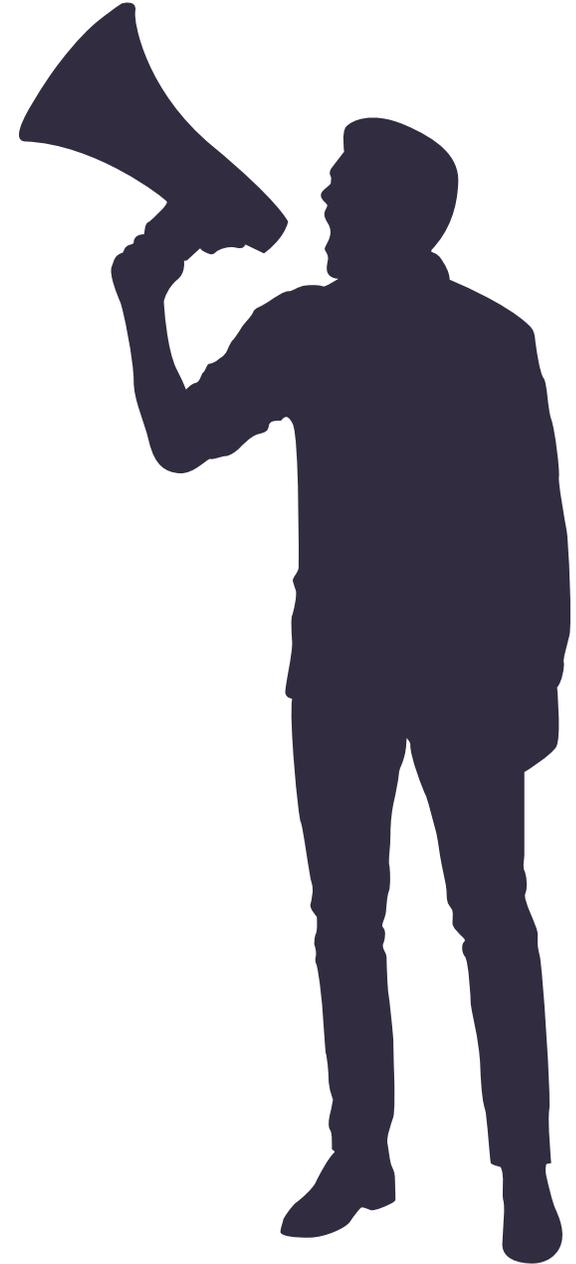


# Pandemic Response

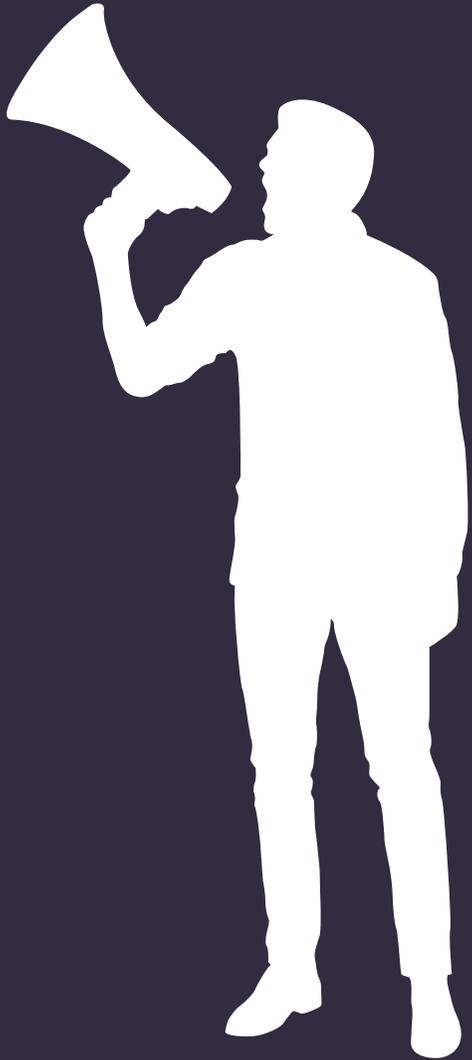
- Make transit safe for workers and riders
- Provide hazard pay for operators
- Restore transit service



# Our Approach to a Regional Transportation Measure



# Transformative Regional Transportation Funding Measure



## Investments

- Ongoing and reliable funding for transit operations, both local and regional
- State of good repair funding
- Integrated, affordable fares
- Equitable outcomes that center priorities of disadvantaged communities

## Revenue and Process

- *Progressive* taxation where all stakeholders pay their fair share
- Fair, transparent multi-stakeholder public process led by MTC, giving impacted communities a powerful decision-making role

# A Robust, Equitable Public Process



- Representative and rider-centric
- Broad-based
- Accessible
- Well-funded
- Transparent
- Time-sensitive

- Begin public process by Q1 2022
- Investigate progressive, winnable revenue sources





Mary Lim-Lampe, JD, Executive Director, Genesis  
510-882-3404, marylimlampe@gmail.com

Hayley Carrier, MS, Policy Advocacy Manager, TransForm  
415-659-8624, hcurrier@transformca.org

**[www.VoicesForPublicTransportation.org](http://www.VoicesForPublicTransportation.org)**

# Transit Agency Perspective

MTC Regional Transportation Revenue Measure Listening Session

December 13, 2021



# Surviving the Pandemic

## **Federal relief critical**

- \$3.9 billion to Bay Area transit agencies

## **Heightened coordination, collaboration and communication**

- Bay Area Healthy Transit Plan and “Return to Transit” Campaign
- Fare Coordination & Integration Study
- Weekly meetings among transit general managers
- Inter-agency staff level working groups

## **Focus on equity**

- Shared commitment to ensuring the most vulnerable members of the community, essential workers, and low-income riders were served during the pandemic

# Continued Operating Revenue Shortfalls & Financial Risks

## **Long-term viability uncertain**

Federal relief stabilized budgets, but agencies are still facing significant, long-term reductions in traditional operating revenues

## **PEPRA/13(c)**

U.S. Dept. of Labor's refusal to certify grants is blocking access to \$762M in COVID relief funds and other transit formula dollars for MTC's Transit Capital Priorities program

## **Regional Measure 3 (RM3)**

- Still subject to current litigation
- Impacts project sponsors' ability to move forward with planned improvements
- Includes operating funding for ferries and transit in bridge corridors

# The “Fiscal Cliff” is Imminent

**Most agencies face an imminent “fiscal cliff” when federal relief runs out as early as Fiscal Year (FY) 2023**

## **Farebox revenues continue to lag**

- Surveys point to only 2-3 days a week in the office for many in the near term, a 40-60% reduction in commute trips
- **If hybrid remote work becomes standard for offices, fare-dependent operators will require a new revenue model to sustain service**
- SF Downtown has lowest return-to-office rate in nation, it could be 5+ years before pre-pandemic level of trips is again reached

## **Sample Projected Operating Deficits**

- SFMTA - \$46M need in FY 22-23, \$250M in FY 23-24
- BART - \$250M a year starting FY 23-24
- AC Transit - \$50M a year starting FY 24-25
- Caltrain - \$23M in FY 22-23, growing to up to \$60M in FY24 and beyond

# Federal, State, and Regional Revenue Sources

## **Federal Infrastructure Bill**

- Substantially boosts transit formula funding for state of good repair and capital investments
- Spans five-year period (FY22-26), does not address long-term operating challenges
- Funding could be held up by PEPR/13(c) issue

## **State Budget Surplus**

- If available for transit, likely to be one-time and primarily for capital projects

## **RM3**

- If struck down by court, replacement funding will need to be identified for both transit operating (\$60M/annually) and capital needs (\$4.5B)

# Transit Transformation Action Plan

A look to the future

## **New sources of funding needed to implement Transit Transformation Action Plan and accelerate work already underway**

- Fare integration
- Regional mapping and wayfinding
- Transit priority
- Network management reform

## **Progress in these areas will lead to:**

- Simpler, consistent and equitable fare/payment options
- Integrated customer information making transit easier to navigate and more convenient to use
- Transit services planned and managed as a coordinated network

# Key Takeaways

## Avoid Service Cuts

- Faced with a prolonged economic recovery and ongoing loss of operating revenues, **transit agencies will need a new alternative funding source to maintain service**

## Replace Funding at Risk

- Denial of federal funds due to **PEPRA/13(c)** presents a **clear and serious threat** to individual agencies and entire Bay Area transit network
- **RM3 mitigations must be considered** with \$4.5B in capital funding at-risk due to pending litigation

# Key Takeaways

(con't)

## Leverage Federal and State Funding

- **Local funds serve as critical match** when pursuing Federal or State grants

## Delivering the Future

- Near-term funding needed to **advance priorities within Transit Transformation Action Plan**
- **Plan Bay Area 2050 calls for \$578B in transportation investments** to improve access to opportunity for all Bay Area residents and reduce climate emissions

# Next Steps

- Complete Network Management Business Case evaluation
- Conduct extensive polling
- Engage with broader stakeholder groups and general public
- Discuss approach to advancing equity and prioritizing transportation investments

A photograph of a San Francisco Muni bus (number 939) in the foreground, with the Golden Gate Bridge in the background. The bus is white with green and yellow accents. The bridge is a large suspension bridge with two prominent towers. The scene is set against a blue sky and a body of water. The word "Discussion" is overlaid in white text on the left side of the image.

# Discussion

Bay Area County Transportation Agencies

# Considerations for MTC

# Revenue Measure Listening Session

December 13, 2021



**BART/VTA, Santa Clara**



**Mansell Streetscape, San Francisco**



**Anderson Path, Marin**



**Soscol Junction, Napa**



**Dixon Undercrossing, Solano**

# BACTA Background

Nine County Transportation Agencies, of which:

- Most are also sales tax authorities and vehicle registration fee authorities
- Two are also transit operators
- One is also a Climate Protection Agency
- One is also an Association of Governments
- All coordinate, plan, and deliver multimodal transportation projects
- All have agreements with MTC to plan and deliver programs to implement Plan Bay Area



# BACTA Background, cont.

## 12 ACTIVE MEASURES GENERATE \$1.4 BILLION PER YEAR

Category	Percent
Transit <sup>1</sup>	56.2%
Local Roads <sup>2</sup>	25.3%
Highways	12.2%
Active Transportation	4.0%
Traffic Management	1.2%
Planning and Administration	0.6%
Other <sup>3</sup>	0.5%
<b>TOTAL:</b>	<b>100%</b>

<sup>1</sup>Bus, rail, ferry and TDM.

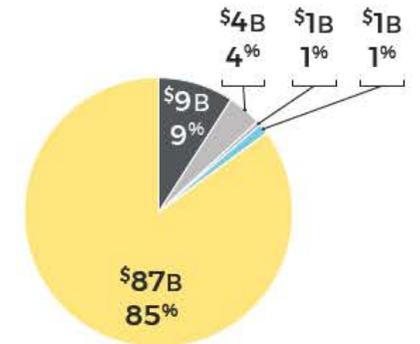
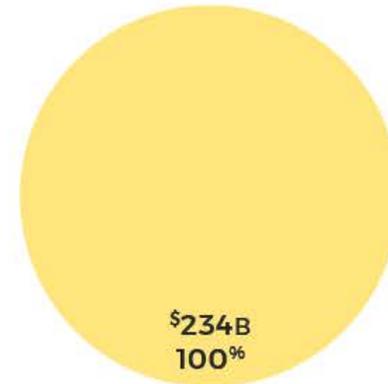
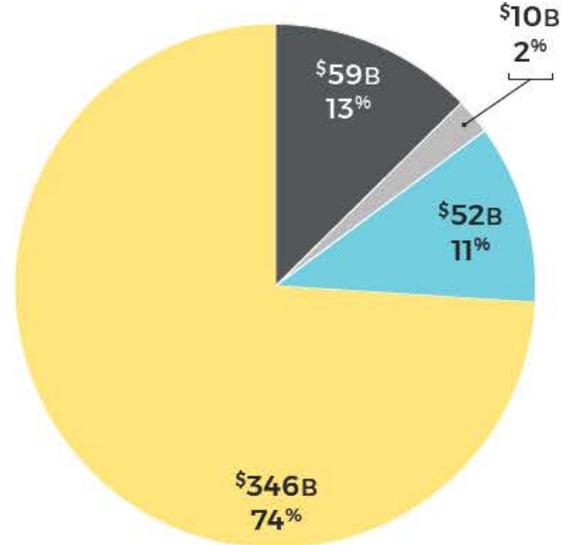
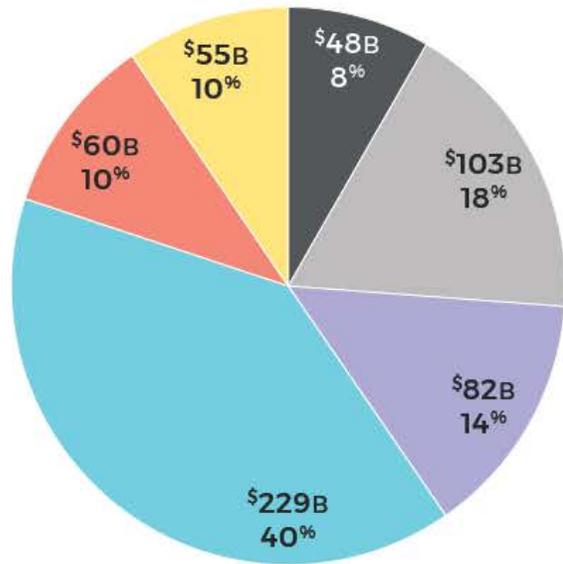
<sup>2</sup>Many local road programs require bike elements with any improvements.

<sup>3</sup>Multimodal, environmental enhancement, community development and technology/innovation.



# Funding Partners: 40% of Transportation Funding is Local

LEVERAGING LOCAL, REGIONAL AND OTHER FUNDING TO DELIVER FOR OUR COMMUNITIES



Existing Funding Sources



New Revenue Sources



## PBA 2050 Final Blueprint



# Preliminary Feedback

## POTENTIAL FOCUS AREAS

- CTA's have local funding but can't do it alone
- A potential regional transportation measure should include funding for:
  - *Projects in PBA 2050*
  - *Multimodal, diverse project types and locations*
  - *Mix of specifically named projects and discretionary programs to meet evolving needs*



# Preliminary Feedback

## KEY TRANSPORTATION PROJECT/PROGRAM NEEDS

- Safety / Vision Zero
- Bikeway corridors/bike-ped improvements
- Goods movement, rail separations
- Transit expansion incl. express bus & priority
- Transit facilities
- Transit O&M across region
- Transit coordination
- Highways to boulevards
- Bridge corridor multimodal improvements
- Alternative fuel vehicles & charging
- Shared mobility hubs
- TDM/telework incentives
- Senior & disabled transportation
- Safe routes to schools/school transit
- Road & local bridge maintenance/rehab
- Express lanes/managed lanes
- Interchange improvements for safety, ops, access
- Climate resilience/Sea Level Rise (coast and Bay)
- Low-income fare/toll relief programs
- Innovative technology, smart signals, F-L Mile
- Future-oriented planning/changing travel patterns



# Preliminary Feedback

## POTENTIAL REVENUE SOURCES

- Some concern over pursuing additional sales tax
  - *Already at 10% in some cities/counties*
  - *Largely stable but not always*
- Other possible options:
  - *Gas tax; property-based sources; road user charge, all-lane tolling; employer/TDM basis; other?*
- Combination may make sense
- Consider equity/impacts as well as amount generated, legality, relationship to statewide issues
- Polling information will be key



# Preliminary Feedback

## POTENTIAL TIMING

- Regarding 2024:
  - *Potentially several county/local measures lining up for that year*
  - *Significant recent state and federal funding could influence voter perceptions*
  - *Other voter-approved measures are within recent memory*
  - *Depends on economic/pandemic recovery including work and travel changes*
  - *Depends what happens with RM3*
- Consider time limiting any measure, 20-30 years
- Polling information will be key



# Preliminary Feedback

## TRANSPORTATION, HOUSING, OR BOTH?

- Recognition of housing as well as transportation needs
- Generally, avoid competing measures
- If combined, consider significant return to source components
- Passage of IJA could cut both ways: appearance that transportation projects are already funded, and, need to generate local matching funds and get projects ready in order to attract funds
- Polling will be key
- Support for MTC leading it either way



# Preliminary Feedback

## LESSONS LEARNED FROM LOCAL MEASURES

- Get people at the table early
- Have clear goals and outcomes
- Expenditure plan needs to have broad support
  - *Balance types of projects*
  - *Ensure people can see benefits to their communities*
  - *Congestion relief/connectivity/travel time savings have been strong in past, unsure how emerging needs will fare*
- Outreach, outreach, outreach



# Thank You



## Agenda Item 8

**From:** [Martha Silver](#)  
**To:** [Martha Silver](#)  
**Subject:** FW: Metropolitan Transportation Commission Listening Session: Regional Revenue Measure: Focus on Transportation Comment  
**Date:** Monday, December 13, 2021 9:43:10 AM

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**From:** Remi Tan [REDACTED]  
**Sent:** Sunday, December 12, 2021 2:21:22 PM  
**To:** MTC-ABAG Info <[info@bayareametro.gov](mailto:info@bayareametro.gov)>  
**Cc:** Friends of Caltrain <[adina.levin@friendsofcaltrain.com](mailto:adina.levin@friendsofcaltrain.com)>  
**Subject:** Metropolitan Transportation Commission Listening Session: Regional Revenue Measure: Focus on Transportation Comment

**\*External Email\***

My name is Remi Tan and I am a member of Voices for Public Transportation.

- We need a big investment in our region's public transportation system that increases transit service, and ensures that it runs all day, every day, all over the Bay Area.
- We need more buses, trains, and ferries that are reliable, affordable, and frequent so we can get to all areas of the Bay Area as fast or faster than driving.
- Public transportation is important to me because traffic congestion is at an all time high, despite offices only at 20+% capacity during this pandemic.
- I support a public transportation funding measure and want MTC to start a public process.

Thank you and Best Regards,

**Remi Tan**, AIA, LEED AP BD+C  
*Architecture, Green/Sustainability Consulting, and Real Estate Investment*

[REDACTED]